

EC'd Yes Last Received: 08/08/2012 4:55 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm () PHILADELPHIA
Advertiser () RIGELL FOR CONGRESS 815 SLATERS LANE Sales Office ()
Product SCOTT RIGELL ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2726 Agency C/P1/P2/E 128/216/2726 Salesperson Phone# 215-567-6005
Buyer Ben Angle Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	18	M	6P-630P	6PM NEWS	:30	\$1,500.00	09/03-09/03	1	1	1	\$1,500.00	
Rating: 6.9												
	20	SA	7P-8P	ENT TONITE60 W	:30	\$200.00	09/01-09/01	1	1	1	\$200.00	
Rating: 2.0												
	22	M	11P-1135P	WAVY NEWS10-11<	:30	\$1,200.00	09/03-09/03	1	1	1	\$1,200.00	
Rating: 5.0												
	23	W	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/29-08/29	1	1	1	\$350.00	
Rating: 2.7												
	24	F	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/31-08/31	1	1	1	\$350.00	
Rating: 2.7												
	25	M	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	09/03-09/03	1	1	1	\$350.00	
Rating: 2.7												

--REPORT TOTALS--
Report Totals: 15 / \$9,400.00

--SALES MONTHLY TOTALS--

Sep 12: 15 / \$9,400.00
Sales Totals: 15 / \$9,400.00
Station Totals: 15 / \$9,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--
Market Totals \$22,927 CATV 0% WAVY 41% WGNT 1% WPXV 0% WTKR 21%

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ALEXANDRIA, VA 22314
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Hiatus Weeks

WTVZ 2% WVBT 11% WVEC 24%

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

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---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE